



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

Advertiser  
Agency/T-Code  
Buyer  
Salesperson

Pol/Iss/American Crossroads (13324)  
Crossroads Media (1218)/055317791  
SANTUOSO, MICHELLE  
Telerep/Washington DC, Washington DC  
(1040)  
ph: (555) 555-5555  
Political - Issue (1068)  
AMERICAN CROSSROADS (109861)  
National/Political  
1257/06386454

Invoice 643759  
Inv Date 10/28/2012  
Terms Net 30  
Contract 337933  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal  
Package  
Gen. Date 10/30/2012 4:06:13PM

Orlando (WFTV)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/TSCI	Amount	Remarks
1.0	Spot	1:00:00PM- 3:00:00PM	Day, F-1	10/26/12 2:25PM (Fr)	00:30			
2.0	Spot	10:00:00AM-11:00:00AM	Day, F-1	10/26/12 10:52AM (Fr)	00:30	USPRTV25ACH	\$1400.00	
3.0	Spot	11:00:00PM-11:35:00PM	Day, F-1	10/26/12 11:23PM (Fr)	00:30	USPRTV25ACH	\$1200.00	
4.0	Spot	12:00:00PM- 1:00:00PM	Day, F-1	10/26/12 12:22PM (Fr)	00:30	USPRTV24ACH	\$3000.00	
5.0	Spot	3:00:00PM- 4:00:00PM	Day, F-1	10/26/12 3:46PM (Fr)	00:30	USPRTV25ACH	\$2100.00	
6.0	Spot	4:00:00PM- 5:00:00PM	Day, F-1	10/26/12 4:22PM (Fr)	00:30	USPRTV25ACH	\$1250.00	
7.0	Spot	5:00:00AM- 5:30:00PM	Day, F-1	10/26/12 5:24AM (Fr)	00:30	USPRTV25ACH	\$1600.00	
8.0	Spot	5:00:00PM- 5:30:00PM	Day, F-1	10/26/12 5:14PM (Fr)	00:30	USPRTV25ACH	\$1200.00	
9.0	Spot	5:30:00PM- 6:00:00PM	Day, F-1	10/26/12 5:43PM (Fr)	00:30	USPRTV25ACH	\$3750.00	
10.0	Spot	6:00:00PM- 6:30:00PM	Day, F-1	10/26/12 6:22PM (Fr)	00:30	USPRTV25ACH	\$3750.00	
11.0	Spot	6:00:00AM- 7:00:00PM	Day, F-1	10/26/12 6:56AM (Fr)	00:30	USPRTV25ACH	\$5500.00	
12.0	Spot	7:00:00AM- 9:00:00PM	Day, F-1	10/26/12 8:43AM (Fr)	00:30	USPRTV25ACH	\$3000.00	
13.0	Spot	7:30:00PM- 8:00:00PM	Day, F-1	10/26/12 7:54PM (Fr)	00:30	USPRTV25ACH	\$3500.00	
14.0	Spot	9:00:00AM-10:00:00PM	Day, F-1	10/26/12 9:39AM (Fr)	00:30	USPRTV25ACH	\$8000.00	
27.0	Spot	12:05:00AM-12:35:00PM	Day, Sa-1	10/27/12 12:50AM (Sa)	00:30	USPRTV24ACH	\$1200.00	
28.0	Spot	12:35:00AM- 1:35:00PM	Day, Sa-1	10/27/12 1:46AM (Sa)	00:30	USPRTV25ACH	\$600.00	
29.0	Spot	12:00:00PM-12:30:00PM	Day, Sa-1	10/27/12 12:22PM (Sa)	00:30	USPRTV25ACH	\$500.00	
30.0	Spot	5:00:00AM- 6:00:00PM	Day, Sa-1	10/27/12 5:37AM (Sa)	00:30	USPRTV25ACH	\$1200.00	
31.0	Spot	6:00:00AM- 9:00:00PM	Day, Sa-1	10/27/12 6:44AM (Sa)	00:30	USPRTV25ACH	\$700.00	
32.0	Spot	7:00:00PM- 8:00:00PM	Day, Sa-1	10/27/12 7:57PM (Sa)	00:30	USPRTV25ACH	\$2000.00	
33.0	Spot	8:00:00PM-11:30:00PM	Day, Sa-1	10/27/12 9:54PM (Sa)	00:30	USPRTV25ACH	\$4000.00	
34.0	Spot	9:00:00AM-10:00:00PM	Day, Sa-1	10/27/12 9:55AM (Sa)	00:30	USPRTV25ACH	\$15000.00	
35.0	Spot	11:00:00AM-12:00:00PM	Day, Su-1	10/28/12 11:56AM (Su)	00:30	USPRTV25ACH	\$3500.00	
36.0	Spot	12:00:00PM-12:30:00PM	Day, Su-1	10/28/12 11:59AM (Su)	00:30	USPRTV25ACH	\$3500.00	
37.0	Spot	5:00:00AM- 6:00:00PM	Day, Su-1	10/28/12 5:54AM (Su)	00:30	USPRTV25ACH	\$1500.00	
38.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-1	10/28/12 6:29PM (Su)	00:30	USPRTV25ACH	\$700.00	
39.0	Spot	6:00:00AM- 9:00:00PM	Day, Su-1	10/28/12 6:29AM (Su)	00:30	USPRTV25ACH	\$3500.00	
40.0	Spot	7:00:00PM- 8:00:00PM	Day, Su-1	10/28/12 7:18PM (Su)	00:30	USPRTV24ACH	\$2000.00	
41.0	Spot	1:00:00PM- 3:00:00PM	Day, Th-1	10/25/12 2:26PM (Th)	00:30	USPRTV25ACH	\$8000.00	
42.0	Spot	10:00:00AM-11:00:00PM	Day, Th-1	10/25/12 10:57AM (Th)	00:30	USPRTV25ACH	\$1400.00	
43.0	Spot	11:00:00PM-11:35:00PM	Day, Th-1	10/25/12 11:24PM (Th)	00:30	USPRTV25ACH	\$1200.00	
44.0	Spot	12:00:00PM- 1:00:00PM	Day, Th-1	10/25/12 12:49PM (Th)	00:30	USPRTV25ACH	\$3000.00	
45.0	Spot	3:00:00PM- 4:00:00PM	Day, Th-1	10/25/12 3:09PM (Th)	00:30	USPRTV24ACH	\$2100.00	
46.0	Spot	4:00:00PM- 5:00:00PM	Day, Th-1	10/25/12 4:55PM (Th)	00:30	USPRTV25ACH	\$1250.00	
47.0	Spot	5:30:00AM- 6:00:00PM	Day, Th-1	10/25/12 5:54AM (Th)	00:30	USPRTV25ACH	\$1600.00	
48.0	Spot	5:30:00PM- 6:00:00PM	Day, Th-1	10/25/12 5:28PM (Th)	00:30	USPRTV25ACH	\$1750.00	
49.0	Spot	6:00:00AM- 7:00:00PM	Day, Th-1	10/25/12 6:46AM (Th)	00:30	USPRTV25ACH	\$3750.00	
50.0	Spot	7:00:00PM- 7:30:00PM	Day, Th-1	10/25/12 7:12PM (Th)	00:30	USPRTV25ACH	\$3000.00	
51.0	Spot	7:00:00AM- 9:00:00PM	Day, Th-1	10/25/12 7:28AM (Th)	00:30	USPRTV25ACH	\$8000.00	
						USPRTV25ACH	\$3500.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
66.0	Spot	1:00:00PM- 3:00:00	Day, W-1	10/24/12 2:59PM (We)	00:30	USPRTV25ACH	\$1400.00	
67.0	Spot	10:00:00AM-11:00:00	Day, W-1	10/24/12 10:21AM (We)	00:30	USPRTV25ACH	\$1200.00	
68.0	Spot	11:00:00PM-11:35:00	Day, W-1	10/24/12 11:34PM (We)	00:30	USPRTV25ACH	\$3000.00	
69.0	Spot	12:00:00PM- 1:00:00	Day, W-1	10/24/12 12:51PM (We)	00:30	USPRTV25ACH	\$2100.00	
70.0	Spot	3:00:00PM- 4:00:00	Day, W-1	10/24/12 3:30PM (We)	00:30	USPRTV25ACH	\$1250.00	
71.0	Spot	4:00:00PM- 5:00:00	Day, W-1	10/24/12 4:09PM (We)	00:30	USPRTV24ACH	\$1600.00	
72.0	Spot	5:00:00AM- 5:30:00	Day, W-1	10/24/12 5:23AM (We)	00:30	USPRTV25ACH	\$1200.00	
73.0	Spot	5:00:00PM- 5:30:00	Day, W-1	10/24/12 5:22PM (We)	00:30	USPRTV25ACH	\$3750.00	
74.0	Spot	5:30:00PM- 6:00:00	Day, W-1	10/24/12 5:53PM (We)	00:30	USPRTV25ACH	\$3750.00	
75.0	Spot	6:00:00PM- 6:30:00	Day, W-1	10/24/12 6:29PM (We)	00:30	USPRTV25ACH	\$5500.00	
76.0	Spot	6:00:00AM- 7:00:00	Day, W-1	10/24/12 6:12AM (We)	00:30	USPRTV25ACH	\$3000.00	
77.0	Spot	7:00:00AM- 9:00:00	Day, W-1	10/24/12 7:30AM (We)	00:30	USPRTV25ACH	\$3500.00	
78.0	Spot	7:30:00PM- 8:00:00	Day, W-1	10/24/12 7:42PM (We)	00:30	USPRTV25ACH	\$8000.00	
79.0	Spot	9:00:00AM-10:00:00	Day, W-1	10/24/12 9:57AM (We)	00:30	USPRTV25ACH	\$1200.00	

**We warrant that the actual broadcast information shown on this invoice was taken from the official program log.**



Gross Total	<b>\$158,150.00</b>	Total Spots	53
Commission	<b>(\$23,722.50)</b>		
Net Total	<b>\$134,427.50</b>		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.